

Effectiveness on Spotify: The Playbook



The Spotify edge

Incremental reach & results for omnichannel campaigns, powered by:

**Automated,
flexible buying**

**Full-funnel measurement
and optimization**

Positive environment built for fans

Automated and flexible buying

Choose what works for your business



Spotify Ad Exchange

For omnichannel efficiency



Spotify Ads Manager

For maximum control



Direct

For bespoke solutions

Full-funnel measurement solutions

Connect campaigns to outcomes **across the consumer journey**

ONLINE AND OFFLINE ACTIONS

Conversion Lift

Media Mix Modeling

Online Sales

App Installs

Website Visits

Multi-Touch Attribution

TV Tune-In

Foot Traffic

Offline Sales

BRAND IMPACT

Brand Lift

MEDIA VERIFICATION

Audience

Frequency

Viewability

Brand Safety

Attention

Incremental Reach

Powerful optimization tools

103%

higher page view rate
via Web Traffic objective
vs. Brand Awareness
campaigns

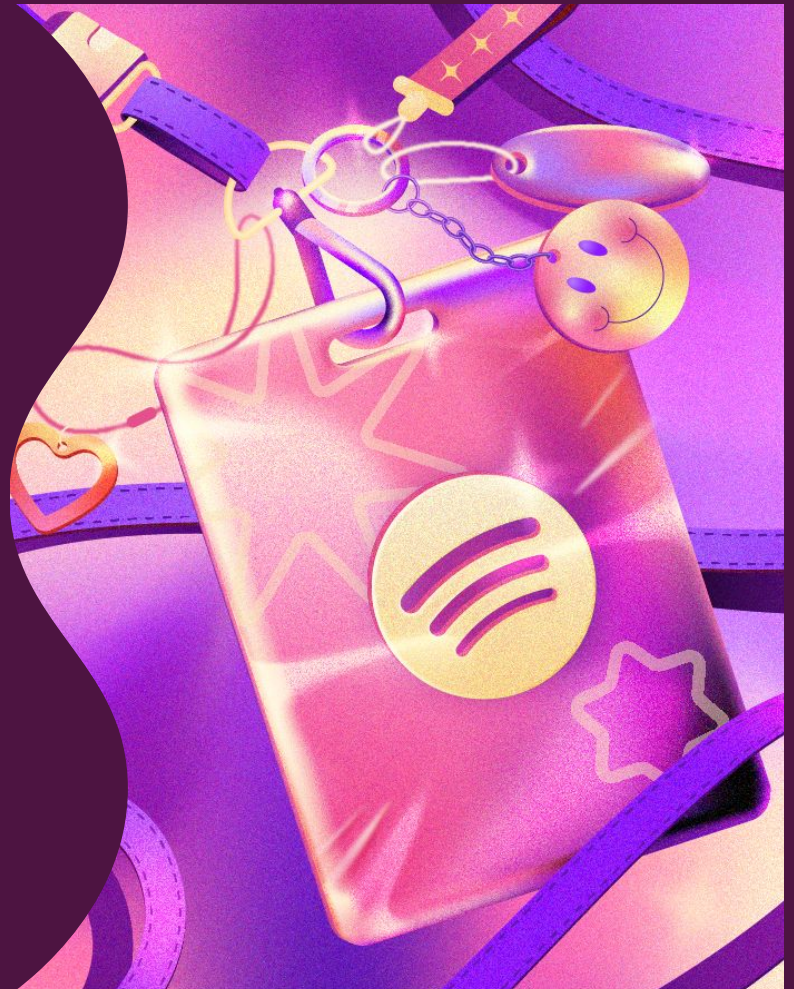
4.27x

higher install rate via
App Install objective vs.
campaigns not
optimized for installs

Coming soon: **Split Testing**

How to deliver a great performance

- Use your backstage pass to access unique **targeting and insights**
- Diversify your set list with **audio and visual formats**
- Design a dynamic show by crafting **effective creative**



Great results follow
when you add Spotify
to your media mix

Research Methodology



Mercury Creative Testing Research Overview & Methodology

The purpose of this research study was to evaluate the performance of 73 total advertisements, spread across 32 brands in India, Japan, Italy, Germany, France, and the UK.

This report provides an overview of which ad elements are key drivers of KPIs among the 69 audio ads.

Each ad's elements were coded on a series of code frames (see appendix for code frame definitions). Each element was then analyzed to gauge its impact on different KPIs.



Sample Details



WHO

Spotify Users

- Natural fallout for Free vs. Premium users
- Even split male / female
- Nationally representative by region
- Quotas for Gen Z / Millennials
- English and Hindi proficiency (India only)



WHERE

6 Markets

n5141 Total Respondents

- India (n1998)
- Japan (n1126)
- Italy (n544)
- Germany (n541)
- France (n510)
- UK (n422)



WHEN

**December 18 –
December 31, 2024**

Source: Mercury Analytics
2024-2025

System 1 vs System 2 thinking

Using Behavioral Economics & Psychology principles for creative testing
Concept derived from Daniel Kahneman's book *Thinking, Fast And Slow*

System 1 thinking

- Intuitive, subconscious, and effortless
- Drives first impressions and emotional engagement
- Responsible for attention, liking, and brand memory
- In testing → measured via implicit response, facial coding, or emotional resonance

System 2 thinking

- Analytical, reflective, and conscious
- Evaluates message clarity, logic, and credibility
- Drives understanding, persuasion, and brand linkage
- In testing → measured via surveys, diagnostics, or recall

In real life, most ad decisions happen when System 1 is in control; consumers “feel” before they think.

System 1 Drives Real-World Ad Success



- Most advertising works in a low-attention environment where listeners react emotionally, not analytically
- Emotion predicts in-market success better than rational measures
- Kantar's System 1 metrics capture instinctive reactions that traditional surveys miss
- Focusing on System 1 ensures ads are noticed, remembered, and loved, not just understood.

Kantar study What we measured?

CREATIVE QUALITY

We measure the ad's quality on four key measures

- Branding: How strongly associated the ad is to the brand
- Enjoyment: How much they enjoyed the ad
- Expressiveness: Emotional engagement during the viewing/listening experience
- Persuasion: Potential to influence purchase/usage

MEDIA PLATFORM BRAND ASSOCIATIONS

How many people associate Spotify and YouTube with these imageries

- Are more trustworthy
- Are more fun and entertaining
- Are better quality
- Are more innovative
- Capture my attention

ASSOCIATIONS INTUITIVELY CONVEYED BY THE BRAND

How strongly associated each ad are associated with these words

- Trustworthy
- Creative
- Dynamic
- Innovative
- Personalised
- Fun
- Engaging
- Immersive

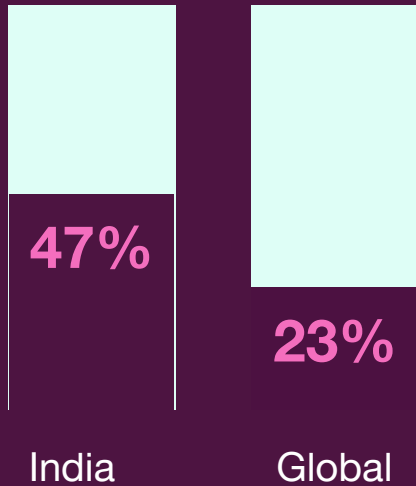
01 Introduction to Effectiveness guidance

Use this playbook to drive marketing effectiveness on Spotify across the full funnel — from awareness and consideration to conversion.

Start with these proven principles and adapt them for your brand.

Integrate Local Music

Share of Ads with local music



Source: Kantar Creative Testing, IN, 2024-2025

Spotify ads with localised songs have

+50%

more

Enjoyability

Embrace Vernacular

Language isn't just about translation, it's about connection.

Out of the top 30% performing Spotify ads,

88% were **in Hinglish**



Source: Kantar Creative Testing, IN, 2024-2025; Top 30% = highest scores ads on 'Enjoyment' and 'Persuasion'

Driving **Ad Recall** using audio ads

Among the tested audio ads, key drivers of Aided Awareness are:



More Brand Mentions (3-4)

75%

Ad recall vs. 66% among listeners of audio ads with 1-2 brand mentions



Call to Action

76%

Ad recall vs. 59% among listeners of audio ads without calls to action



First Person Narration

80%

Ad recall vs. 65% among listeners of audio ads with third person narration



Promotes brand event / sale / holiday

78%

Ad recall vs. 64% among listeners of audio ads that promote brand in general



ASMR

71%

- Ad recall vs. 62% among listeners of audio ads that has no ASMR.
- Use ASMR to create a sense of intimacy when your goal is to build authenticity and memorability.
- Thoughtful sound design and ASMR can elevate a message, but only when used with intent. It's also well suited for daypart targeting, ideal for moments when a more relaxed, calming tone is needed, like in the evening

Driving **Aided Awareness** using audio ads

Among the tested audio ads, key drivers of Aided Awareness are:



More Brand Mentions (3-4)

80%

Awareness vs. 68% among listeners of audio ads with 1-2 brand mentions



Brand Mention in the Middle

71%

Awareness vs. 58% among listeners of audio ad with brand mentions in the First 5 seconds



Call to Action

86%

Awareness vs. 54% among listeners of audio ads without calls to action



First Person Narration

85%

Awareness vs. 67% among listeners of audio ads with third person narration



Promotes brand event / sale / holiday

85%

Awareness vs. 62% among listeners of audio ads that promote brand in general



SFX

48%

Awareness vs. 34% among listeners of audio ads that has no special effect
These familiar sounds can create instant recognition and help users imagine the product in action.

Driving **Familiarity** using audio ads

Among the tested audio ads, key drivers of Familiarity are:



Brand Mentions in the Middle

89%

Familiarity vs. 74% and 86% among listeners of audio ads with brand mentions in the First 5 seconds, or Last 5 seconds, respectively



Call to Action

91%

Familiarity vs. 86% among listeners of audio ads without calls to action



Promotes brand event / sale / holiday

93%

Familiarity vs. 86% among listeners of audio ads that promote brand in general

Driving Favorability using audio ads

Among the tested audio ads, key drivers of Favorability are:



Decent Brand Mentions (1-2)

88%

Favorability vs. 78% among listeners of audio ads with 3-4 brand mentions



Music

92%

Favorability vs. 86% among listeners of audio ads with music

Driving **Search Intent** using audio ads

Among the tested audio ads, key drivers of Search Intent are:



Decent Brand Mentions (1-2)

89%

Search Intent vs. 76% among listeners of audio ads with 3-4 brand mentions



SFX

88%

Search Intent vs. 79% among listeners of audio ads that has no special effect

SFX audio can play a crucial role in making complex products feel intuitive, human, and build emotional resonance



Local Language

85%

Search Intent vs. 76% among listeners of audio ads in English

Driving **Consideration Intent** using audio ads

Among the tested audio ads, key drivers of Consideration Intent are:



Shorter Ads (less than 30 seconds)

89%

Consideration vs. 81% among listeners of longer audio ads (30 seconds or more)



Decent Brand Mentions (1-2)

88%

Consideration vs. 68% among listeners of audio ads with 3-4 brand mentions



Promotes brand event / sale / holiday

87%

Consideration vs. 81% among listeners of audio ads with first person narration



SFX

90%

Consideration vs. 78% among listeners of audio ads that has no special effects

Effective Brand Mentions Depend on Context, Not Just Timing

Brand Mention in the Middle

71%

Awareness vs. 58% among listeners of audio ad with brand mentions in the first 5 seconds

Brand Mentions in the Middle

89%

Familiarity vs. 74% and 86% among listeners of audio ads with brand mentions in the first 5 seconds, or last 5 seconds, respectively

*Placing a brand mention at the **most engaging moment** of an ad significantly increases the likelihood of brand recall.*

Leverage celeb endorsement basis context

Relevance to brand

Voice should be instantly recognisable and relevant to the brand

- The celebrity's voice should be immediately familiar and distinctive enough to stand out in audio-only formats.
- It must also feel right for the category, think calm for wellness, energetic for sports, serving as an extension of the brand's sonic identity.

Aligned to the brand messaging

Deeply aligned with the brand or product narrative

- The celebrity's values, image, and persona should naturally reflect the message being communicated.
- When there's a strong fit, the ad feels more authentic and credible, reducing the risk of dissonance between voice and brand.

Voice adds value to the message

Voice adds value to the message, not just name recognition

- The celebrity should enhance the storytelling by bringing emotional depth, character, or cultural meaning.
- If their voice doesn't add something meaningful to how the message is received, it will not resonate with the audience.

In audio-only formats, authenticity often outperforms fame.

To sum up



Use unmistakable cues (e.g. brand's slogans, jingles)



Integrate key message to the ad's stand out moment



Integrate local music to the ad



Use local language to drive engagement



Use music & sound effects to complement your message

02 Best Practices in action



Use unmistakable cues

Spotify's well branded ads consistently use brand elements like slogan, jingle, colour and logo placement to help cue their brand to listeners

PayZapp prominently **displays logo**, and **brand's colours** in the banner to help cue the brand

"Pay Your Way" slogan is displayed in front



Use of **unique jingle** created for the brand by famous Indian social media personality and composer, Yashraj Mukhate

PayZapp: Top 17% in Branding in Kantar's India Digital ads database

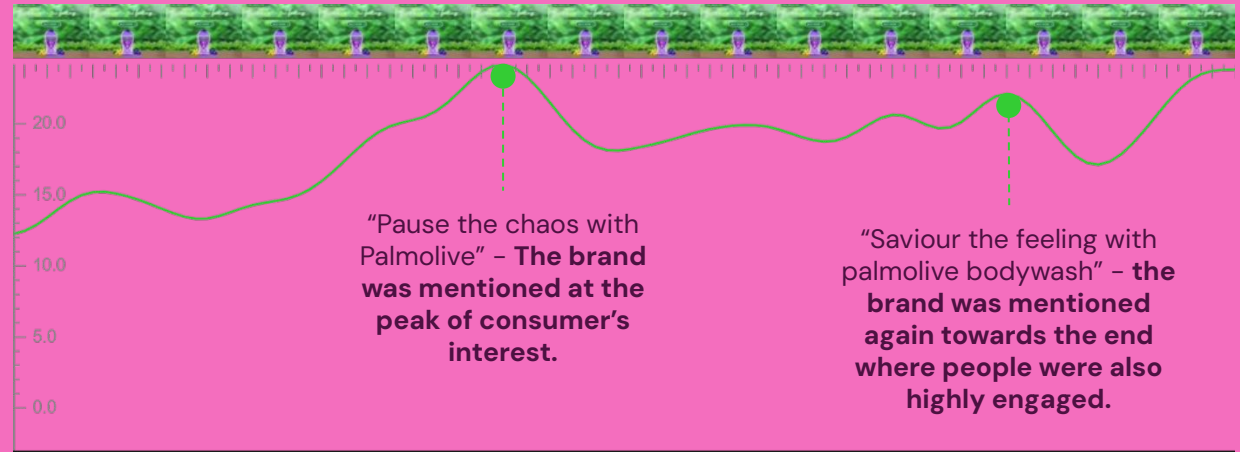
Integrate key message to the ad's stand out moment

Palmolive positioned the brand and slogan at the most engaging points of the ad (the peaks), increasing the chances of people recalling the brand as they remember the most memorable parts of the ad



Palmolive: Top 14% in Branding in Kantar's India Digital ads database

Expressiveness
Facial coding 1st exposure



Source: Kantar Creative Testing, IN, 2024-2025

Integrate local music to the ad

Customised songs tend to drive more positive engagement when localised



Knorr:
Top 30% in Enjoyment among Spotify ads



Knorr uses a custom **Hindi song** for the brand that includes fun word play (rhyme between 'umami' and 'gumani') **to engage listeners** which proved successful given the high Enjoyment scores

Use music and sound effects to complement your message

The music in Spotify's best ads are prominent and complement the visuals, narration, and product messages



Knorr:
Top 30% in Enjoyment and Expressiveness among Spotify ads

- ✓ The Korean tunes help build the nuance of the authentic Korean taste

Use a companion banner that aligns with the Audio

Audio ad **top performers** in Enjoyment, Expressiveness, and Persuasion



- ✓ **The title builds the context** of the audio narrative
- ✓ Subtext includes **slogan and a one-liner** of the key message

Collaborate with Spotify
to unlock the
Power of Audio

Introducing, Creative Lab!

We aim to inspire, create, and scale.

Inspiration & Education

Our award winning team can come in to inspire brands and creatives through inspiration sessions, deep dives and custom programs.

Creative Strat & Workshops

Workshops that combine cultural and audience insights to help brands come up with their best storytelling.

Production

Bespoke production services across campaigns.

Our Creative Menu

Languages: English, Hindi, Hinglish, Bengali, Marathi, Telugu, Tamil, and more.

Formats:

- **Audio Formats** - Standard Audio, 3D Audio, 8D Audio, ASMR, Binaural Audio, Dynamic Audio, Podcast Ads.
- **Other Formats** - The Stage, Display, Sponsored Playlist, Branded Profile.

Service suite offered:

- Script Creation and Copywriting Services
- Voice Talent (VO Artists, Celebrities, etc)
- Sound Design for Immersive Experiences
- Original Music Composition and Music Jingle Creation
- Graphic Design for Banner and Display Ad Products
- State-of-the-Art Production and Recording Facilities
- Digital Experience Design Builds and more!

Production partners we've collaborated with:





Thank you